



Australian Government

Department of Education, Employment and Workplace Relations

CUFANM403A Create titles for screen productions

Revision Number: 1

CUFANM403A Create titles for screen productions

Modification History

Not applicable.

Unit Descriptor

Unit descriptor	This unit describes the performance outcomes, skills and knowledge required to create digital titles for screen productions. No licensing, legislative, regulatory or certification requirements apply to this unit at the time of endorsement.
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Application of the Unit

Application of the unit	Titles designers or graphic artists working in the screen and media industries apply the skills and knowledge described in this unit. They are responsible for designing the opening titles and captions that appear in film and television productions and in digital media products, such as games and e-learning resources. They work closely with directors and post-production personnel to ensure that screen titles reflect the theme and mood of the overall production or product. A collaborative approach to work is therefore essential, as is an ability to meet deadlines.
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Licensing/Regulatory Information

Not applicable.

Pre-Requisites

Prerequisite units		

Employability Skills Information

Employability skills	This unit contains employability skills.
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Elements and Performance Criteria Pre-Content

Elements describe the essential outcomes of a unit of competency.	Performance criteria describe the performance needed to demonstrate achievement of the element. Where bold italicised text is used, further information is detailed in the required skills and knowledge section and the range statement. Assessment of performance is to be consistent with the evidence guide.
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Elements and Performance Criteria

ELEMENT	PERFORMANCE CRITERIA
Clarify work requirements	1. With reference to production documentation, clarify requirements for screen titles 2. In consultation with relevant personnel, clarify work flow sequences to ensure that production schedule deadlines are met 3. Identify the available budget for the production of titles as required
Identify items to be included in titles	4. Produce and maintain a schedule of items to be included in titles 5. Determine if graphic items need to be imported from other sources and source these items as required 6. Obtain copyright clearances to use imported items as required 7. Select appropriate fonts and/or create fonts as required
Generate and assess ideas	8. Generate a range of ideas for the design of screen titles that respond sympathetically to briefs and provide creative solutions to all design issues 9. Discuss ideas and collaborate, as required, with relevant personnel to ensure contribution of ideas to initial concepts 10. Continuously reflect on and appraise ideas for implications on cost, technical feasibility and suitability to meet specifications
Create titles	11. Incorporate and manipulate moving or static graphic items to be included in titles 12. Modify titles and source items to ensure that the required visual effect is achieved 13. Trial various techniques and styles and produce initial compilation of titles ensuring that style, content and creative intentions are met 14. Decide upon the appropriate parameters of display to meet with creative requirements and technical specifications 15. Review initial titles to ensure that they meet technical and creative requirements 16. Ensure that the movement of titles and other graphic items maximises the visual impact required for productions 17. Ensure that titles incorporate captions with required images and sound, and are correctly synchronised with

ELEMENT	PERFORMANCE CRITERIA
	sound 18. Ensure that titles are legible and appropriately spaced 19. Record and store titles and other graphic images according to enterprise procedures
Finalise titles	20. Present initial title compilations to relevant personnel for feedback 21. Participate in initial and ongoing evaluation of titles 22. Confirm accuracy of text, spelling, punctuation and content 23. Negotiate and agree to additional requirements and modify titles as required 24. Ensure that agreement is reached with, and approval granted by, relevant personnel before proceeding with the final production of titles 25. Review process of creating titles and note areas for future improvement

Required Skills and Knowledge

REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit.

Required skills

- communication, teamwork and literacy skills sufficient to:
 - interpret and clarify written or verbal instructions
 - collect and interpret creative information, scripts and images
 - use correct grammar and spelling in screen titles
 - work collaboratively in a team environment, both independently and under direction
 - respond constructively to feedback received from other team members
 - complete workplace documentation
- technical skills sufficient to:
 - use common features of industry-current visual effects software to create screen titles
 - produce screen titles for a range of output formats
 - manage files and directories using standard naming conventions and version control protocols
- initiative and creativity in the context of:
 - visualising and interpreting creative concepts
 - maintaining design integrity
 - creatively integrating media assets to achieve the required digital visual effects
 - troubleshooting and solving problems as they arise during the process of creating titles for screen productions
- self-management, learning and planning skills sufficient to:
 - prioritise work tasks
 - continuously improve skills and knowledge by keeping up to date with industry developments and new software features
 - meet deadlines
 - seek expert assistance as required

Required knowledge

- industry knowledge, including:
 - roles and responsibilities of project team members in the relevant industry sector
 - sound understanding of the technical and creative elements of productions in which screen titles are used
 - issues and challenges that arise in the context of creating titles for screen productions

REQUIRED SKILLS AND KNOWLEDGE

- principles of typographic design
- the effects of caption movement in one plane
- the effects of caption movement in multiple planes and axes
- copyright requirements with regard to importing items into screen titles
- OHS standards as they relate to working for periods of time on computers

Evidence Guide

EVIDENCE GUIDE

The Evidence Guide provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge, range statement and the Assessment Guidelines for the Training Package.

Overview of assessment

Critical aspects for assessment and evidence required to demonstrate competency in this unit

Evidence of the following is essential:

- creation of a range of screen titles that:
 - meet the requirements of a brief
 - demonstrate attention to detail and an ability to achieve the required creative effect
- collaborative approach to work
- ability to meet deadlines.

Context of and specific resources for assessment

Assessment must ensure:

- access to industry-current software used to create screen titles
- access to simulated or real production situations that require the creation of screen titles
- access to appropriate learning and assessment support when required
- use of culturally appropriate processes and techniques appropriate to the language and literacy capacity of learners and the work being performed.

Method of assessment

A range of assessment methods should be used to assess practical skills and knowledge. The following examples are appropriate for this unit:

- direct questioning combined with review of portfolios of evidence and third-party workplace reports of on-the-job performance
- evaluation of a range of digital screen titles created by the candidate to determine ability to create different types of titles
- written or verbal questioning to test knowledge as listed in the required skills and knowledge section of this unit.

Guidance information for assessment

Holistic assessment with other units relevant to the industry sector, workplace and job role is recommended, for example:

- BSBCRT402A Collaborate in a creative process

EVIDENCE GUIDE

- CUFANM402A Create digital visual effects
- CUFDIG304A Create visual design components.

Range Statement

RANGE STATEMENT

The range statement relates to the unit of competency as a whole. It allows for different work environments and situations that may affect performance. Bold italicised wording, if used in the performance criteria, is detailed below. Essential operating conditions that may be present with training and assessment (depending on the work situation, needs of the candidate, accessibility of the item, and local industry and regional contexts) may also be included.

Production documentation may include:

- animatics
- brief
- script
- shot list
- storyboard
- technical specifications.

Titles may be:

- animated
- crawling
- dissolved
- effect
- faded
- layered
- reveal
- rolling
- static
- zip.

Relevant personnel may include:

- designers
- director
- director of photography
- editor
- head of department
- post-production manager
- producer
- SFX (sound effects) supervisor
- sound personnel
- storyboard artist
- supervisor
- technical director
- other technical/specialist personnel.

Items to be included in the titles may include:

- background
- captured frames
- fonts

RANGE STATEMENT	
	• images, e.g.: • static • moving • graphic • photographic • cinematographic • logos • objects • text.
Parameters of display may include:	• colour • duration • punctuation • shading • spacing • spelling • style • thickness • typeface.
Technical and creative requirements include:	• choreography of movement • colour frequency • focus • signal requirements • speed • type.
Movement of titles and other graphic images may include:	• bounce • compression • expansion • rotation.
Productions may include:	• animated productions • commercials • documentaries • feature films • filmed events or performances • interactive digital media products, e.g.: • e-learning resources • games • promotional/informational products • music videos • short films

RANGE STATEMENT

	• television productions • training or promotional videos/DVDs.
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Unit Sector(s)

Unit sector	
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Competency field

Competency field	Visual communication - animation and digital effects
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Co-requisite units

Co-requisite units		